



# புதுச்சேரி மாநில அரசிதழ்

## La Gazette de L'État de Poudouchéry

### The Gazette of Puducherry

#### PART - I

சிறப்பு வெளியீடு

EXTRAORDINAIRE

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அதிகாரம் பெற்ற  
வெளியீடு

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எண்	புதுச்சேரி	வெள்ளிக்கிழமை	2016 ஐ	ஏப்ரல் மீ	22 டி
No.	Poudouchéry	Vendredi	22	Avril	2016 (2 Vaisakha 1938)
No.	Puducherry	Friday	22nd	April	2016

#### GOVERNMENT OF PUDUCHERRY OFFICE OF THE DISTRICT ELECTION OFFICER

No. 1255/DEO/RP/D5/EEM/2016.

Puducherry, the 22nd April 2016.

#### NOTIFICATION

The Election Commission of India has announced that the General Elections to the Puducherry Legislative Assembly, 2016 will be held on 16th May 2016. The Election Commission of India has issued several instructions for monitoring expenditure during elections as a part of curbing the use of money power during election. Hence, in order to assess the election expenditure of contesting candidates, the notification of Rate Chart published in the Extraordinary Official Gazette vide No. 21, dated 14-3-2016. The item of tariffs for advertisements in local cable network channels and MSO channels have been finalized by the District Election Officer, Puducherry. The same is hereby notified for information of the General Public, Political parties and interested persons for assessing the election expenditure during the ongoing General Elections to the Puducherry Legislative Assembly, 2016. The Election Expenditure Monitoring Cell will assess the expenditure based on these rates given in the Annexure.

P. JAWAHAR, I.A.S.,  
District Election Officer.

## (ii) Tariff for Scrolling Display advertisement for all Local Cable Channels and MSO Channels

(a) Upto 300 times (for Local Channels) /upto 300 seconds per day

(b) Upto 200 times (for MSO Channels)/more than 200 seconds per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day	Tariff per minute (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per minute (in Rs.)
1	2	3	4	5	6
1	AMN TV	(a)	5	0.7	5.70
		(b)	-	-	-
2	MOON TV	(a)	4000/- p.m.	580/- p.m.	4580/- p.m.
		(b)	3000/- p.m.	435/- p.m.	3435/- p.m..
3	STV NETWORK/ S. MEDIA	(a)	10.00	1.45	11.45
		(b)	-	-	-
4	DEEPAM TV	(a)	10.00	1.45	11.45
		(b)	-	-	-
5	NEYAM NEW MUSIC	(a)	10.00	1.45	11.45
		(b)	-	-	-
6	AJK TV (AJK GOLD/ RINA GOLD)	(a)	-	-	-
		(b)	-	-	-
7	NEW RINA TV (AJK & NEW RINA TV)	(a)	-	-	-
		(b)	-	-	-
8	GTV /(AURO TV)	(a)	-	-	-
		(b)	-	-	-
9	RAINBOW TV	(a)	10.00	1.45	11.45
		(b)	-	-	-
10	OSCAR TV	(a)	20.00	2.9	22.90
		(b)	10.00	1.45	11.45
11	METRO CHANNEL	(a)	20.00	2.90	22.90
		(b)	10.00	1.45	11.45
12	LIFE STYLE MEDIA	(a)	-	-	7000/- p.m.
		(b)	-	-	5000/- p.m.
13	RAGHAVA VISION	(a)	10.00	1.5	11.50
		(b)	-	-	-
14	KAMALA TV	(a)	20.00	2.90	22.90
		(b)	20.00	2.90	22.90
15	JAYAM TV	(a)	3.33	0.48	3.81
		(b)	-	-	-
16	SKYSAT TV	(a)	15.00	2.00	17.00
		(b)	10.00	1.50	11.50
17	SKYSAT PLUS	(a)	15.00	2.00	17.00
		(b)	10.00	1.50	11.50
18	SKYSAT TV GOLD	(a)	10.00	1.50	11.50
		(b)	5.00	0.70	5.70
19	MERCURY CHANNEL	(a)	5985/- p.m.	1015/- p.m.	7000/- p.m.
		(b)	4275/- p.m.	725/- p.m.	5000/- p.m.
20	SUPREME TV	(a)	10.00	1.45	11.45
		(b)	-	-	-
21	EYE TV	(a)	150.00	21.75	171.75 per day
		(b)	-	-	-

Note: Rate for the Channel not listed above may be fixed for col (a) Rs.22.90/- , Col (b) Rs.22.90/-

Note: Monthly rate may be divided equally for each day calculation, irrespective of duration

## (i) Tariff for Visual Display advertisement for all Local Cable Channels and MSO Channels

(a) Upto 12 spots /upto 720 seconds per day

(b) More than 12 spots/more than 720 seconds per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/ slots per day	Tariff per minute (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per minute (in Rs.)
1	2	3	4	5	6
1	AMN TV	(a)	25.00	3.6	28.60
		(b)	40.00	5.80	45.80
2	MOON TV	(a)	3000/- p.m.	435/- p.m.	3435/- p.m.
		(b)	6000/- p.m.	870/- p.m.	6870/- p.m.
3	STV NETWORK/ S. MEDIA	(a)	22.00	3.19	25.19
		(b)	20.00	2.9	22.90
4	DEEPAM TV	(a)	22.00	3.19	25.19
		(b)	20.00	2.9	22.90
5	NEYAM NEW MUSIC	(a)	22.00	3.19	25.19
		(b)	20.00	2.90	22.90
6	AJK TV (AJK GOLD/ RINA GOLD)	(a)*	33.30	5.00	38.30
		(b)**	50.00	7.25	57.25
7	NEW RINA TV (AJK & NEW RINA TV)	(a)*	33.30	5.00	38.30
		(b)**	50.00	7.25	57.25
8	GTV /(AURO TV)	(a)*	33.3	5.00	38.30
		(b)**	50.00	7.25	57.25
9	RAINBOW TV	(a)	22.00	3.19	25.19
		(b)	20.00	2.9	22.90
10	OSCAR TV	(a)	40.00	5.8	45.80
		(b)	20.00	2.90	22.90
11	METRO CHANNEL	(a)	40.00	5.80	45.80
		(b)	20.00	2.90	22.90
12	LIFE STYLE MEDIA	(a)	-	-	8000/- p.m.
		(b)	-	-	12000/- p.m.
13	RAGHAVA VISION	(a)	30.00	4.5	34.50
		(b)	25.00	4.00	29.00
14	KAMALA TV	(a)	30.00	4.35	34.35
		(b)	30.00	4.35	34.35
15	JAYAM TV	(a)	87.34	12.66	100.00
		(b)	74.24	10.76	85.00
16	SKYSAT TV	(a)	40.00	5.80	45.80
		(b)	35.00	5.00	40.00
17	SKYSAT PLUS	(a)	40.00	5.80	45.80
		(b)	35.00	5.00	40.00
18	SKYSAT TV GOLD	(a)	20.00	3.00	23.00
		(b)	15.00	2.00	17.00
19	MERCURY CHANNEL	(a)	6840/-p.m	1160/- p.m.	8000/- p.m.
		(b)	10260/- p.m.	1740/- p.m.	12000/- p.m.
20	SUPREME TV	(a)	22.00	3.19	25.19
		(b)	20.00	2.90	22.90
21	EYE TV	(a)	500.00	72.50	572.50 per day
		(b)	500.00	72.50	572.50 per day

\* for 18 spots per day for Sl.Nos 07 (a) &amp; 08 (a)

\*\* for 36 spots per day for Sl.Nos.07(b) &amp; 08 (b)

Note: Monthly rate may be divided equally for each day calculation, irrespective of duration

Note: Rate for the Channel not listed above may be fixed for col (a) Rs.45.80/- , Col (b) Rs.85/-

## (iii) Tariff for Logo advertisement for all Local Cable Network Channels and MSO Channels

(a) Upto 80 times per day

(b) More than 80 times per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day	Average Tariff Per Day	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
1	AMN TV	(a)	200.00	29.00	229.00
		(b)	400.00	58.00	458.00
2	MOON TV	(a)	500.00	72.50	572.50
		(b)	750.00	108.75	859.00
3	STV NETWORK/ S. MEDIA	(a)	120.00	17.40	137.40
		(b)	100.00	14.50	114.50
4	DEEPAM TV	(a)	120.00	17.40	137.40
		(b)	100.00	14.50	114.50
5	NEYAM NEW MUSIC	(a)	120.00	17.40	137.40
		(b)	100.00	14.50	114.50
6	AJK (AJK GOLD/ RINA GOLD)	(a) *	250.00	36.25	286.25
		(b)	-	-	-
7	NEW RINA TV	(a) *	250.00	36.25	286.25
		(b)	-	-	-
8	GTV /(AURO TV)	(a) *	250.00	36.25	286.25
		(b)	-	-	-
9	RAINBOW TV	(a)	120.00	17.40	137.40
		(b)	100.00	14.50	114.50
10	OSCAR TV	(a)	20.00	2.90	22.90
		(b)	10.00	1.45	11.45
11	METRO CHANNEL	(a)	20.00	2.90	22.90
		(b)	10.00	1.45	11.45
12	LIFE STYLE MEDIA	(a)			6000/- p.m.
		(b)			7000/- p.m.
13	RAGHAVA VISION	(a)	30.00	4.50	34.50
		(b)	25.00	4.00	29.00
14	KAMALA TV	(a)	100.00	14.50	114.50
		(b)	100.00	14.50	114.50
15	JAYAM TV	(a)	786.03	113.97	900.00
		(b)	698.69	101.31	800.00
16	SKYSAT TV	(a)	30.00	4.00	34.00
		(b)	25.00	3.50	28.50
17	SKYSAT PLUS	(a)	30.00	4.00	34.00
		(b)	25.00	3.50	28.50
18	SKYSAT TV GOLD	(a)	20.00	3.00	23.00
		(b)	15.00	2.00	17.00
19	MERCURY CHANNEL	(a)	5130/- p.m.	870/- p.m.	6000/- p.m.
		(b)	5985/- p.m.	1015/- p.m.	7000/- p.m.
20	SUPREME TV	(a)	120.00	17.40	137.40
		(b)	100.00	14.50	114.50
21	EYE TV	(a)	150.00	21.75	171.75
		(b)	150.00	21.75	171.75

\* for 35 times per day

Note: Rate for the Channel not listed above may be fixed for col (a) Rs.900/- , Col (b) Rs.859/-

Note: Monthly rate may be divided equally for each day calculation irrespective of duration

Note: Monthly rate may be divided equally for each day calculation, irrespective of duration

**MAHE REGION**

(i) Tariff for Visual Display advertisement for all Local Cable Channels and MSO Channels

(a) Upto 12 spots /upto 720 seconds per day

(b) More than 12 spots/more than 720 seconds per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/ slots per day	Tariff per day (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
1	MAYYAZHI COMMUNICATIONS	(a) *	1500.00 p.m.	-	1500.00 p.m.
		(b)	-	-	-
2	OMEGA SAT NET WORK	(a)	83.00	12.00	95.00
		(b)	-	-	-

\*24 slots/720 seconds per day

(ii) Tariff for Scrolling Display advertisement for all Local Cable Channels and MSO Channels

(a) Upto 300 times (for Local Channels) /upto 300 seconds per day

(b) Upto 200 times (for MSO Channels)/more than 200 seconds per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day	Tariff per dya (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
1	MAYYAZHI COMMUNICATIONS	(a) *	750.00	-	750.00
		(b)	-	-	-
2	OMEGA SAT NET WORK	(a)	1000/- p.m.	145/- p.m.	1145/- p.m.
		(b)	-	-	-

\* 24 times/480 seconds per day

(iii) Tariff for Logo advertisement for all Local Cable Network Channels and MSO Channels

(a) Upto 80 times per day

(b) More than 80 times per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day	Average Tariff Per Day	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
1	MAYYAZHI COMMUNICATIONS	(a)	-	-	-
		(b)	-	-	-
2	OMEGA SAT NET WORK	(a)	95.00	-	95.00
		(b)	-	-	-

**YANAM REGION**

(i) Tariff for Visual Display advertisement for all Local Cable Channels and MSO Channels

(a) Upto 12 spots /upto 720 seconds per day

(b) More than 12 spots/more than 720 seconds per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/ slots per day	Tariff per day (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
1	SKYVISION MASTER CHANNEL	(a)	437.00	63.00	500.00
		(b)	-	-	-

(ii) Tariff for Scrolling Display advertisement for all Local Cable Channels and MSO Channels

(a) Upto 300 times (for Local Channels) /upto 300 seconds per day

(b) Upto 200 times (for MSO Channels)/more than 200 seconds per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day	Tariff per day (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
1	SKYVISION MASTER CHANNEL	(a)	-	-	-
		(b)	262.00	38.00	300.00

(iii) Tariff for Logo advertisement for all Local Cable Network Channels and MSO Channels

(a) Upto 80 times per day

(b) More than 80 times per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day	Average Tariff Per Day (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
1	SKYVISION MASTER CHANNEL	(a)	699	101.00	800.00
		(b)	-	-	-